AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A method in a computing system for highlighting links to web sites that are of interest to a user, comprising:

displaying a first web page requested by a user from a web site;

receiving an indication from the user that the web site is of interest to the user;

in response to the indication from the user that the web site is of interest to the user:

determining the identity of the web site from the URL of the first web page[[;]], and

storing an entry corresponding to the web site in a list of web sites of interest[[,]];

at a time after the storing, receiving a request by the user for a second web page;

identifying within the second web page a link that points to the web site specified by the stored entry in the list of web sites of interest;

modifying the second web page to indicate that the identified link points to a web site of interest to the user and an indicator associated with the identified link, the indicator representing content of the web site that corresponds to the identified link;

wherein the indicator is modified in response to a change in the content of the web site; and

displaying the second web page as modified.

2.   (Currently amended) A method in a computing system for identifying links to web sites that are of interest to a user, comprising:

displaying a first web page;

displaying a web site selection control in conjunction with the first web page;

in response to activation of the web site selection control by the user while the first web page is displayed:

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creating a new entry corresponding to the first web page in a list of web sites of interest,

identifying a web site containing the first web page, and

storing in the created entry information specifying the identified web site;

at a time after the storing, receiving a request for a second web page;

identifying within the second web page a link that points to the web site specified by the created entry;

modifying the second web page to indicate that the identified link points to a web site of interest and an indicator associated with the identified link, the indicator corresponding to content of the web site to which the identified link points, the content of the web site being obtained from a part of the web site of interest that is distinct from the part of the web site to which the identified link initially points;

wherein the indictor is modified in response to a change request from the web site; and

displaying the second web page as modified.

3.   (Currently amended) A method in a computing system for identifying links to web sites that are of interest to a user, comprising:

for each link in a web page requested by a user, determining whether the link points to a web site specified by any entry in a list of web sites of interest;

for each link in the web page determined to point to a web site specified by any entry in a list of web sites of interest, modifying the web page to identify the link as pointing to a web site of interest, the link being attached to at least one indicator for the web site; [[and]]

displaying the requested web page as modified;

configuring the at least one indicator to be modifiable while the requested web page is being displayed;

wherein the at least one indicator is indicative of content targeting the user, the content being obtained from the web site of interest;

displaying a web site selection control in conjunction with the requested web page; and

if the user activates the web site selection control while the requested web page is displayed:

identifying a web site containing the requested web page, and

storing a new entry containing the identified web site in the list of web sites of interest.

4-11. (Canceled)

12. (Currently amended) A method for processing a web page, comprising:

receiving the web page;

determining whether the web page is part of a web site identified in a list of web sites indicated to be of interest; [[and]]

if the web page is part of a web site identified in a list of web sites indicated to be of interest, displaying the web page in a manner that indicates that the web page is part of a web site indicated to be of interest, the web page including at least one indicator corresponding to content of the part of the web site indicated to be of interest; and

wherein the at least one indicator is dynamically changeable based on the content of the part of the web site.

13. (Currently amended) The method of claim 12 wherein the displaying comprises displaying within the web page a promotional offer not the at least one indicator corresponding to a promotion from the web site, the promotion not being received with the web page.

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14.   (Original) The method of claim 12, further comprising displaying a control usable by the user to indicate that a web site to which a presently-displayed web page belongs is of interest, and wherein displaying the web page comprises modifying the display of the control to indicate that the web page belongs to a web site indicated to be of interest.

15.   (Currently amended) A method in a computing system for tracking web sites, comprising:

displaying in conjunction with a browser window a control for indicating interest in web sites;

receiving an indication that a user has activated the control during the display of a distinguished web page in the browser window;

in response to receiving the indication:

identifying a web site with which the distinguished web page is associated; [[and]]

adding the identified web site to a list of web sites that have been indicated by the user to be of interest;

when a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, attaching a dynamic indicator to the displayed link; and

wherein the dynamic indicator represents content from the identified web site and changes in response to any change in the content while the link to the web page is being displayed.

16.   (Canceled)

17. (Currently Amended) The method of claim 15, further comprising, when a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, displaying the dynamic indicator representing a promotion for the identified web site in conjunction with the link.

18-19. (Canceled)

20. (Original) The method of claim 15 wherein the activated control is one of a plurality of buttons, each button of the plurality corresponding to a different list of web sites that have been indicated by the user to be of interest, and wherein the identified web site is added to the list of web sites to which the activated control corresponds.

21. (Original) The method of claim 20 wherein each button of the plurality corresponds to a list of web sites relating to a different user interest, a different browsing mode, or a different subject matter.

22. (Original) The method of claim 21, further comprising:

displaying in conjunction with the browser window a second control for bookmarking a web page;

receiving an indication that the user has activated the second control during the display of the distinguished web page in the browser window; and

in response to receiving the indication that the user has activated the second control, adding the distinguished web page to a list of web pages that have been bookmarked, the list of web pages that have been bookmarked being distinct from the list of web sites that have been indicated by the user to be of interest.

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23.   (Currently amended) The method of claim 21 wherein the browser window is displayed by a browser program, the method further comprising:

in response to the display of the distinguished web page in the browser window, adding the distinguished web page to a list of web pages visited by the browser program, the [[a]] list of web pages visited by the browser program being distinct from the list of web sites that have been indicated by the user to be of interest.

24.   (Currently amended) A computer-readable medium whose contents cause a computing system to track web sites by:

during the display of a distinguished web page in the browser window, receiving [[an]] a user input event associated with a web site tracking command;

in response to receiving the user input event:

identifying a web site with which the distinguished web page is associated; [[and]]

adding the identified web site to a list of web sites that have been selected for tracking by a user;

when a link to a web page associated with the identified web site is displayed in the browser window at a time after the adding, identifying and displaying an indicator for the link, the indicator being indicative of advertising content of the identified web site; and

updating the indicator in response to a change in the advertising content.

25.   (Currently amended) One or more computer memories collectively storing A system for storing and tracking user activities in web sites, comprising:

a user-interest data structure component, the user-interest data structure component comprising a plurality of entries, each entry identifying a web site explicitly indicated by a user

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to be of interest during the display of a web page within the identified web site, the entry not identifying the web page within the identified web site,

such that the contents of the user-interest ~~data structure may be~~ component are used to highlight displayed information that relates to a web site identified by one of the entries <u>and display a visual indicator, the visual indicator being dynamically modified to represent a promotion offer from the web site identified by one of the entries</u>.

26.   (Currently amended) ~~The computer memories~~ <u>The system</u> of claim 25, further ~~storing~~ <u>comprising</u> a favorite web pages ~~data structure~~ <u>component</u>, the favorite web pages ~~data structure~~ <u>component</u> being distinct from the user-interest ~~data structure~~ <u>component</u> and comprising a plurality of entries, each entry identifying a web page explicitly indicated by a user to be a favorite web page,

such that the contents of the favorite web pages ~~data structure~~ <u>component</u> ~~may be~~ <u>are</u> used to quickly visit a web page identified by one of the entries.

27.   (Currently amended) ~~The computer memories~~ <u>The system</u> of claim 25 wherein the user-interest ~~data structure~~ <u>component</u> further comprises information associating each entry with one of a plurality of entry groups,

such that information associating each entry with one of a plurality of entry groups ~~may be~~ <u>is</u> used to highlight displayed information that relates to a web site identified by a selected entry in different manners based upon which group of entries the selected entry is associated with.

28.   (Currently amended) ~~The computer memories~~ <u>The system</u> of claim 25 wherein the user-interest ~~data structure~~ <u>component</u> further comprises information associating each entry with one of a plurality of entry groups,

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such that information associating each entry with one of a plurality of entry groups ~~may be~~ is used to highlight displayed information that relates to a web site identified by a selected entry only if the group of entries the selected entry is associated with is selected for highlighting when the information is displayed.

29-31. (Canceled)

32.   (Currently amended) A method in a computing system for analyzing a search result, comprising:

receiving a search result comprised of a set of entries each corresponding to a web site;

accessing a list of web sites indicated to be of interest; [[and]]

for each entry, if the web site to which the entry corresponds is included in the list, modifying the search result to identify the entry as corresponding to a web site of interest; and

<u>wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry an icon representing content related to the web site to which the entry corresponds, the icon being updated after negotiating with the web site with respect to the content.</u>

33.   (Currently amended) The method of claim 32, further comprising receiving user input specifying that the search result is to be modified to identify entries as corresponding to a web site of interest, <u>and</u>

[[and]] wherein the modifying is performed in response to receiving the user input.

34.   (Currently amended) The method of claim 32 wherein the modifying <u>step</u> is performed automatically, irrespective of any user input.

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35.   (Original) The method of claim 32 wherein the entries of the received search result are arranged in an initial order, and wherein the search result is modified by reordering the entries in the search result into a second order such that the entries corresponding to web sites included in the list occur at the beginning of the second order.

36.   (Original) The method of claim 32 wherein the search result is modified by highlighting each entry corresponding to a web site included in the list.

37.   (Canceled)

38.   (Currently amended) The method of claim 32 wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry the icon representing a promotion for the web site to which the entry corresponds.

39.   (Original) The method of claim 32 wherein the search result is modified by, for each entry corresponding to a web site included in the list, adding to the entry an indication of the time at which the web site to which the entry corresponds was added to the list.

40.   (Original) The method of claim 32, further comprising displaying the modified search result.

41.   (Original) The method of claim 35 wherein the modified search result is displayed in a web browser, and wherein the modifying is performed using a web browser add-on operating in conjunction with the web browser.

42.   (Original) The method of claim 35 wherein the modified search result is displayed in a web browser, and wherein the modifying is performed by the web browser.

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43. (Original) The method of claim 32, further comprising transmitting the modified search result to a client computer system from which the received search result was requested.

44. (Original) The method of claim 32, further comprising composing the list of web sites of interest in response to explicit expressions of interest by a user.

45. (Original) The method of claim 32 wherein the list of web sites of interest is derived from a set of bookmarked web sites.

46. (Original) The method of claim 32 wherein the list of web sites of interest is derived from a web browser history.

47. (Original) The method of claim 32, wherein the accessed list of web sites includes web sites indicated to be of interest with respect to a first topic and web sites indicated to be of interest with respect to a second topic, and wherein the search result is modified to explicitly identify entries as corresponding to web sites of interest with respect to the first or second topic.

48. (Original) The method of claim 32, further comprising accessing a second list of web sites indicated to be of interest that is separate from the list of web sites indicated to be of interest, and wherein the search result is modified to identify entries as corresponding to a web site on the list of web sites indicated to be of interest or as corresponding to a web site on the second list of web sites indicated to be of interest.

49. (Currently amended) A method in the computing system of selectively presenting promotional offers with respect to a subject web site, comprising:

when a page of the subject web site is displayed, receiving user input identifying the web site to which the page belongs as being of interest; and

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in response to receiving the user input, displaying a promotional offer for the subject web site;

wherein the promotional offer is represented via a visual indicator which is modified in response to a change in the promotional offer.

50.   (Original) The method of claim 49, wherein the displaying is performed immediately in response to the user input.

51.   (Original) The method of claim 49, wherein the displaying is performed at a time after the user input is received.

52.   (New) The method of claim 1, wherein the content of the web site is obtained from one or more web pages in the web site and the identified link point to a web page that is different from the one or more web pages.

53.   (New) The method of claim 3, further comprising:
determining an event to modify the at least one indicator.

54.   (New) The method of claim 53, wherein the event is determined when there is a change in the content targeting the user.

55.   (New) The method of claim 53, wherein the event is determined based on user interactions with respect to the at least one indicator.

56.   (New) The method of claim 53, further comprising:
displaying the web page with the at least one indicator which has been modified based on the event.

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57. (New) The method of claim 12, wherein the at least one indicator is displayed indicative of information about the date on which the user has indicated the web site to be of interest.

58. (New) The method of claim 13, wherein the promotion is updated based on the user selection on the web page.

59. (New) The method of claim 15, wherein the dynamic indicator includes an image and text corresponding to the content.

60. (New) A method in a computing system for displaying a web page with a visual indicator related to content of web sites that are of interest to a user, comprising:

receiving a request by the user for a web page;

identifying within the web page a link that points to a web site specified in the list of web sites of interest, the list of the web sites of interest being predefined by the user;

modifying the web page with the identified link being visually distinctive from other content in the web page, the identified link pointing to a web site of interest to the user;

modifying the web page to include a visual indicator associated with the identified link; and

displaying the modified web page;

obtaining information relating to the web site that corresponds to the identified link; and

wherein during the display of the modified web page, the visual indicator is updated to represent the obtained information.

61. (New) The method of claim 60, further comprising:

assigning a specific color to the identified link based on the obtained information.

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62.   (New) The method of claim 60, further comprising:

including an image to the visual indicator, the image being obtained from the web site.

63.   (New) The method of claim 60, wherein the information is obtained from a first web page in the web site, the first web page being different from a second web page to which the link points.

64.   (New) The method of claim 60, wherein the information is a promotion offer targeting a user group with which the user is associated.

65.   (New) The method of claim 60, wherein the information is obtained from an operator of the web site.

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